

Main Street Minutes
October 17, 2017
8:00 a.m.

Members Present: Cam Williams Cathy Cochran Len Gough
 Vicki Turner Pasty Gullett Jolene Dingler

Members Absent: Mike Hofrichter

Ex-Officio Members Present: Brian Wismer Abby Bradley
 Emily Poole Carlotta Ungaro

Ex-Officio Members Absent: Ray Gibson

Staff Present: Joyce Waits Julie Herbert Mike Bush

Call To Order:

Williams called the October 17, 2017 meeting to order.

Minutes:

Motion by Turner and seconded by Cochran to approve the meeting minutes dated September 19, 2017. Motion carried 5 to 1. Gough abstained.

Ungaro arrived.

General Reports:

Wismer gave the DCA Economic Activity/Local Developments report for the month of September 2017. Wismer also stated the following:

- Wismer gave the financial report for the month of September, 2017
- Wismer stated that the approved by-laws from Main Street would be going to Mayor and Council for approval.

- Wismer also stated that the Zac Brown show that took place in October raised a lot of money and the Amphitheater will now receive new chairs for the 2018 season. Wismer stated that a sample has been shipped to the custom shop. They will be looking at the chair to see what has to be done. Wismer stated that he will report more at the next meeting.
- Wismer also stated that for the 2018 season, the Amphitheater will be getting a second tier over the lawn area. Wismer presented two rendering options to the Board for review. Wismer also stated that sales for the lawn over the last 4 years has been below capacity and only a few times has the lawn been over capacity with 400 attendees. The average has been around 250 over the past 4 years. Ungaro stated that having tables at the top puts you closer to the restroom and concessions. Wismer stated that there will be between 10 to 15 additional tables. Williams stated that a recommendation will be made at the November meeting.

There was no City Report.

- Cochran gave the Promotions report and stated that we will be discussing the remaining events at the Promotions meeting. Some of the events are as follows:
 - Cemetery Walk – October 20 – 21
 - Free Movie on the Courthouse Lawn – October 27
 - Pumpkins arrive at the Courthouse and on display– October 27 – October 31
 - Chili Fest – October 28
 - Fayetteville MarketPlace/Trick or Treat on Main Street – October 29
 - Free Movie on the Courthouse Lawn – November 17
 - Parade and Tree Lighting – December 2.
- Waits stated that volunteers will be needed for many of the events.

Old Business:

Update on 2017 Work Plan Items

Swings - Wismer stated that the swings were installed in two locations on the Courthouse Lawn and they look really good. Wismer stated that he has already seen people using the swings.

New Wayfinding Signage – Poole stated that she would like to wait on this to see what the new branding will look like before going forward.

Ungaro stated that she will be working on changing location signs and will report more at the next meeting. Cochran stated that at one of the Town Hall meetings would be a great platform to discuss signage and Main Street.

Historic District app – Wismer stated that he received a draft from Nicole Gilbert and will be reviewing this before submitting to the Ga SHPO.

Main Street Logo Update

Poole stated that there needs to be a “fresh” logo for Main Street. Poole stated that she is working on this and will report more at the next meeting.

New Business:

Creative Content/Branding Discussion

Poole stated that she has been meeting with Malt Maker Media, a local business that would be great to work with and she would like to put them on retainer to help promote the 2018 events. Poole will ask for a proposal and this can be discussed at the next meeting in November. Wismer stated that Main Street will not meet on their regularly scheduled date due to the Thanksgiving holiday, therefore there will be a “called meeting” scheduled for the first week in November and will advise all board members.

Adjourn:

Motion by Turner and seconded by Gullett to adjourn the meeting. Motion carried unanimously.

Respectfully submitted,

Joyce R. Waits